

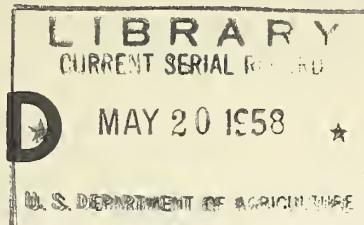
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# Consumer Purchases of Selected FRUITS AND JUICES



in JUNE



UNITED STATES DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

CPFJ-48

August 1957

Agriculture - Washington

## PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES  
JUNE 1957

The data in this report represent estimated total purchases by household consumers only and do not include those by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

United States household consumers purchased 21 percent more frozen concentrated juices in June 1957 than in June 1956. The greater volume reflected increased purchases of frozen concentrated orange juice, as purchases of other frozen juices declined. Prices paid for frozen concentrated orange juice were the lowest reported to date in this series.

Chilled orange juice buying was at about the same level in May and June 1957, and was 69 percent higher than in October 1956.

Purchases of single-strength orangeade and frozen concentrate for lemonade were greater in June 1957 than a year earlier, while purchases of shelf-pack orangeade were down substantially. Prices paid for frozen lemonade concentrate were the lowest yet reported, while prices paid for single-strength and shelf-pack orangeade were up slightly from a year earlier.

Consumer purchases of canned single-strength juices were somewhat higher in June this year than last, principally because of increased buying of tomato juice. The volume of single-strength grapefruit juice bought by consumers declined sharply.

Fresh grapefruit were purchased in somewhat greater volume during June 1957 than a year earlier. Buying of fresh oranges declined and lemon purchases were down sharply.

Frozen juices, refrigerated juices and ades: U. S. household consumers purchased 5.8 million gallons of frozen concentrated orange juice in June 1957, compared with 6.3 million gallons in the preceding month (table 1). Since August 1956, the average price paid by consumers for frozen concentrated orange juice has fallen every month but one, when no change occurred. In the same period, monthly purchases rose from a 3-year low in August 1956 to record volumes in May and June 1957. The low August 1956 purchase volume was bought at the highest average price paid by U. S. householders since December 1953. In contrast, the record May and June 1957 purchase volumes were bought at the lowest average prices reported in more than 3 years.

About 3 out of 10 families purchased frozen concentrated orange juice in June 1957; purchases averaged nearly 50 ounces per buying family. These figures, as compared with those of a year earlier, represent increases to near record highs (table 1).

Householders purchased about 92,000 gallons of frozen concentrated grapefruit juice during June 1957, up 31 percent from the preceding month. Prices paid were down fractionally from May 1957. Coverage of this product was resumed in October 1956 (table 1).

Consumers purchased about 673,000 gallons of frozen concentrated juices, other than orange, during June 1957. This was about 6 percent less than in June a year earlier. "Other" frozen concentrated juices including grapefruit comprised about 10 percent of the total purchases of frozen concentrated juices in June 1957 and 13 percent of the total in June 1956 (table 1).

Householders purchased 1.9 million gallons of chilled orange juice during June 1957. This was the same as in May, but 69 percent more than in October 1956, when reporting of the product started. The proportion of families buying chilled orange juice increased from 3 percent in October to 3.7 percent in June. In the same period the average quantity bought per buying family rose from about 3.1 to 4.2 quarts. Prices to consumers in June 1957 averaged about 35 cents a quart, down nearly 2 cents from October 1956 (table 1).

About 2.2 million gallons of frozen lemonade concentrate were purchased by consumers in June 1957, 15 percent more than a year earlier (fig. 5). This was the largest monthly purchase volume since July 1955. The high level of purchases reflected a record high in the average quantity purchased per buying family. It also indicated a slight increase from a year earlier in the proportion of families buying. Prices paid averaged 11 cents per 6-ounce can, down 2.6 cents from June a year earlier and the lowest reported in this series (table 1).

Monthly purchase data point up the seasonality of householders' purchases of frozen concentrated lemonade and its increased use in recent years. Purchases during the summer months have been materially higher than in the rest of the year with June being one of the higher purchasing periods (fig. 5). June 1957 buying of frozen concentrated lemonade was more than double the volume bought in the preceding month and about 13 times that bought in January. Increases in the volume of purchases during the 3-month period April-June in each of the last 5 years, indicate stepped up buying of this product in recent years.

A decline of about one-third from June 1956 in household purchases of shelf-pack concentrate for orangeade accompanied a decrease in the proportion of families buying. Prices paid were almost unchanged from a year earlier (table 1).

The monthly volume of purchases of canned single-strength orangeade has increased each month since February 1957 (fig. 5). In June 1957 purchases amounted to 652,000 cases (equivalent No. 2's) or 3 percent more than in June a year earlier. The increase reflected larger average purchases per buying family. Prices paid averaged about 27 cents per 46-ounce can, up fractionally from June 1956 (table 1).

Purchases of frozen single-strength lemon juice, frozen concentrate for orangeade, and shelf-pack lemonade were too small to permit analysis.

Canned juices and fruit: Household consumers bought more canned single-strength orange juice in June 1957 than in any month since February 1956. Purchases totaled about 1.1 million cases (equivalent No. 2's), up from the preceding month and from June a year earlier by 19 and 6 percent, respectively (table 2). The increased volume reflected a 15 percent larger average purchase per buying family. Prices paid averaged about 32 cents per 46-ounce can, down 2.6 cents from a year earlier and the lowest since August 1955.

Consumers purchased about 888,000 cases (equivalent No. 2's) of canned single-strength grapefruit juice in June 1957, about 8 percent less than in May 1957 and 27 percent less than in June a year earlier. The decline in volume was accompanied by fewer families buying and smaller average purchases per buying family. Prices paid averaged 27 cents per 46-ounce can, up 2.5 cents from June 1956 (table 2).

Household purchases in June 1957 of canned single-strength lemon juice of about 105,000 cases (equivalent No. 2's), though up seasonally from the preceding month, were nearly 10 percent below June a year earlier. The average quantity purchased per buying family declined about 9 percent. Consumers reported paying an average of 11 cents per  $5\frac{1}{2}$ -6-ounce can, 1.2 cents less than a year earlier (table 2).

Householders bought about 629,000 cases (equivalent No. 2's) of prune juice in June 1957. This was between 5 and 6 percent less than in the preceding month and in June 1956. The product was purchased by about 7 percent of the Nation's families in June 1957, slightly less than in June a year earlier. The average quantity purchased per buying family was down about 2.4 percent. Prune juice prices paid by consumers averaged about 33 cents per quart, nearly the same as a year earlier (table 2).

Householders purchased about 1.8 million cases (equivalent No. 2's) of tomato juice in June 1957, a 27 percent increase over June 1956. Both the proportion of families buying and the average quantity purchased per buying family, were up from a year earlier. Prices paid averaged 26.8 cents per 46-ounce can, 2.3 cents less than in June 1956 (table 2).

Household consumers purchased 3.4 million cases (equivalent No. 2's) of other canned single-strength juices not individually reported in June 1957, compared with 3.2 million cases in June 1956. These juices comprised about the same proportion--42 percent--of total single-strength juice purchases in both periods (table 2).

About 248,000 cases (equivalent 480 ounces per case) of canned grapefruit sections were purchased by consumers in June 1957, up about 2 percent from the preceding month, but about 35 percent less than in October 1956 when reporting of this product began. About 4.6 percent of the Nation's families bought canned grapefruit sections in June 1957 compared with 6.7 percent in October.

The quantity purchased per buying family amounted to 52 ounces this June compared with 57 ounces in October. Prices paid averaged 18.6 cents per No. 303 can, up slightly from October 1956 (table 2)..

Fresh fruit: Householders bought about 1.7 million boxes of oranges for fresh use during June 1957, seasonally down about 1 million boxes from the preceding month. June 1957 purchases of Florida oranges were down 47 percent from the preceding month, while purchase volume of California-Arizona oranges declined 31 percent. Purchases of oranges unidentified as to production area were down 37 percent from May (fig. 8).

A comparison of June 1957 purchase data for all oranges for fresh use with June a year earlier indicated a 3 percent decline in total purchases. There was an increase of 2 points in the percentage of families buying, a price decline of about 5 cents per dozen, and a 1 $\frac{1}{4}$  percent decrease in the average monthly purchases per buying family (table 3).

About 880,000 boxes of fresh grapefruit were purchased by householders in June 1957, slightly more than in June 1956. Prices paid averaged 98 cents per dozen, down about 3 cents from June a year earlier (table 3).

Household consumers purchased an estimated 472,000 boxes of fresh lemons in June 1957, nearly 18 percent less than in June 1956 (fig. 3). Accompanying the lower volume of purchases were decreases in both the proportion of families buying--2.3 percentage points--and in the average quantity purchased per buying family. The average price paid, about 42 cents per dozen, was down 2.3 cents from June 1956 (table 3).

Table 1.--Frozen juices, refrigerated juices, and ades: U. S. total consumer purchases and average price, June 1957 and 1956 (4-week period)

Commodity	Per buying family												Average price per unit	
	Percentage of all families buying		Total quantity		Purchases		Quantity per purchase		Unit					
	1957	1956	1957	1956	1957	1956	1957	1956	1957	1956	1957	1956		
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Ounces	Cents	Cents		
Frozen concentrated juices														
Orange.....	30.3	29.6	5,838	4,676	2.1	2.2	23.7	19.8	6	13.3	16.8			
Grapefruit.....	1.0	1/	92	1/	1.3	1/	18.2	1/	6	14.7	1/			
Other concentrates.....	2/	2/	581	716	2/	2/	13.7	14.4	6	17.9	15.3			
Total.....	32.9	31.7	6,511	5,392	2.3	2.4	22.2	18.6						
Refrigerated juice														
Chilled orange juice.....	3.7	1/	1,933	1/	3.4	1/	39.9	1/	3/	34.9	1/			
Concentrated ades														
Frozen														
Lemonade.....	17.0	16.4	2,231	1,942	1.5	1.6	22.8	19.0	6	11.0	13.6			
Shelf-pack														
Orangeade.....	1.1	1.7	107	161	1.4	1.6	17.1	14.9	6	17.0	16.5			
Single-strength ade														
Canned orangeade.....	4.3	5.2	652	634	1.5	1.5	78.5	72.3	46	26.8	26.2			

1/ Data not obtained for this period.

2/ Information not available.

3/ Per equivalent quart.

Table 2.--Canned fruit and single-strength juices: U. S. total consumer purchases and average price June 1957 and 1956 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per unit	
					Purchases		Quantity per purchase		Unit	
	1957	1956	1957	1956	1957	1956	1957	1956	1957	1956
			1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents
Canned fruit										
Grapefruit sections.....	4.6	2/	248	2/	1.5	2/	34.6	2/	3/	16
Canned juices										
Orange.....	9.0	10.0	1,071	1,013	1.7	1.6	59.2	54.6	46	31.9
Grapefruit.....	7.5	9.8	888	1,221	1.5	1.6	66.3	68.3	46	27.1
Lemon.....	4.5	4.8	105	116	1.3	1.3	15.1	16.6	51/2	11.0
Prune.....	7.2	7.6	629	666	1.8	1.9	41.0	39.8	32	32.8
Tomato.....	17.3	15.0	1,761	1,304	1.5	1.6	58.0	52.7	46	26.8
Total 4/.....	49.1	48.2	7,805	7,596	2.6	2.7	52.8	50.8		32.5

1/ Equivalent cases of No. 2 cans - 432 ounces per case.

2/ Data not obtained for this period.

3/ Net weight 1 lb. (No. 303 can).

4/ Includes other single strength juices.

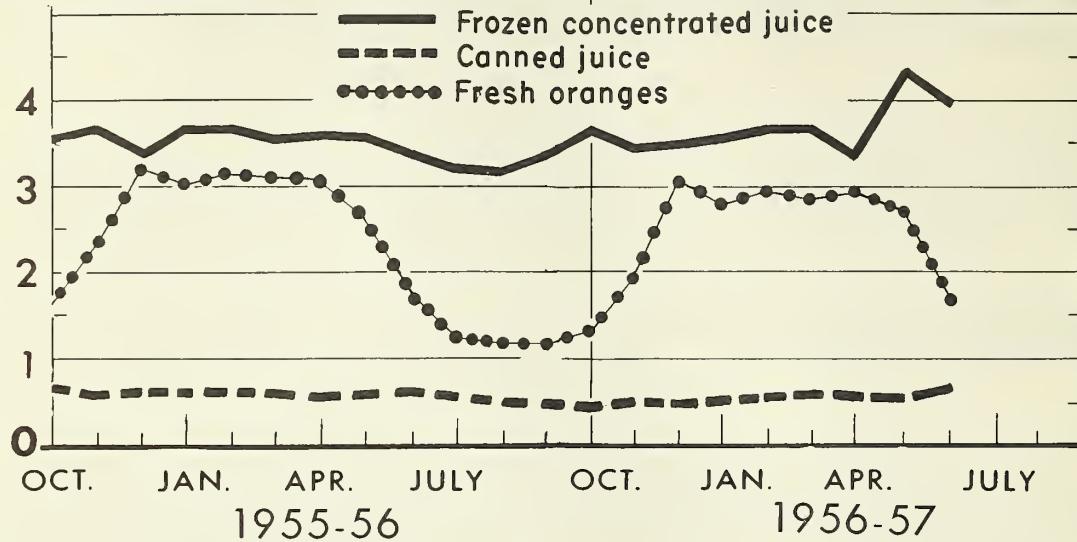
Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, June 1957 and 1956 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1957	1956	1957	1956	1957	1956	1957	1956	1957	1956
			1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges										
California-Arizona.....	21.7	19.9	846	892	1.4	1.7	11.3	11.6	52.4	54.1
Florida.....	10.5	10.5	575	596	1.6	2.0	13.2	11.1	41.7	51.5
Unidentified.....	6.2	6.3	228	224	1.2	1.4	12.5	10.6	42.6	51.8
Total 1/.....	33.6	31.3	1,676	1,726	1.7	2.1	12.0	11.3	47.7	53.0
Grapefruit										
California-Arizona.....	2.6	2.9	179	144	1.7	1.5	5.9	4.7	85.3	91.4
Florida.....	8.5	8.1	447	421	1.7	1.8	4.5	4.4	102.7	108.8
Unidentified.....	5.1	6.0	232	274	1.5	1.4	4.5	4.7	101.8	96.5
Total 1/.....	14.7	15.1	830	860	1.8	1.8	4.8	4.6	97.8	100.5
Lemons.....	29.6	31.9	472	573	1.4	1.7	7.8	7.7	41.7	44.0

1/ Includes small purchases of Texas fruit.

# PURCHASES OF ORANGE PRODUCTS BY CONSUMERS

MIL. BOXES \*



\*FRESH FRUIT EQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3776-57 (7) AGRICULTURAL MARKETING SERVICE

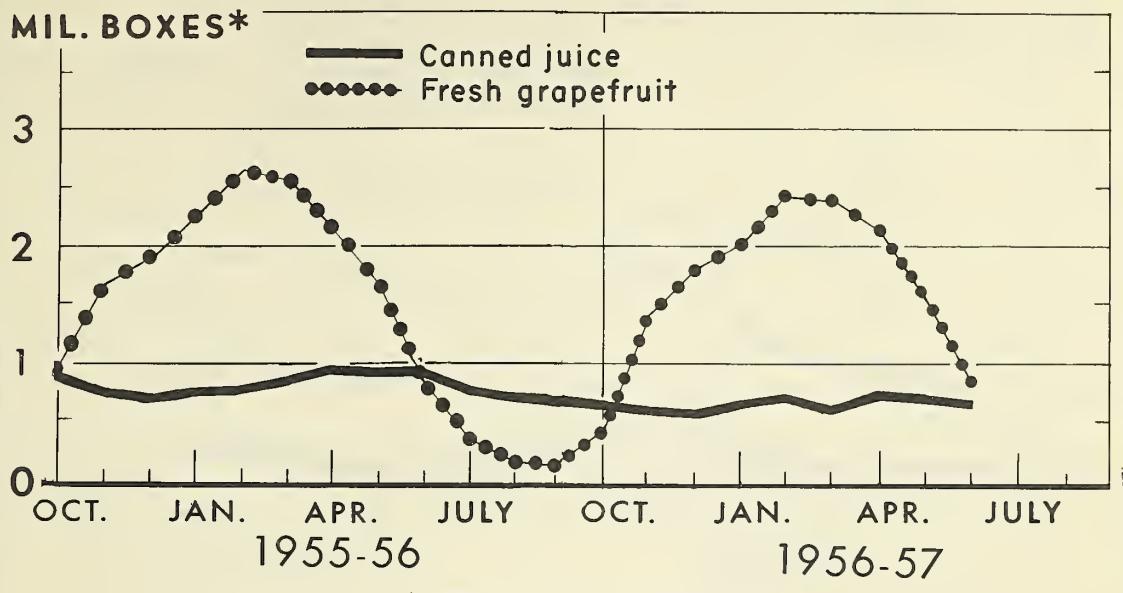
Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1955 to date

Period	Fresh oranges	Frozen concentrated orange juice	Canned single-strength orange juice	Total
	1956-57	1955-56	1956-57	1955-56
October.....	1,000	1,000	1,000	1,000
November.....	1,961	2,350	3,440	5,380
December.....	3,045	3,270	3,496	6,565
October-December 1/.....	7,068	8,020	11,350	19,986
January.....	2,772	3,008	3,531	6,819
February.....	2,944	3,142	3,689	7,199
March.....	2,870	3,126	3,664	7,122
October-March 1/.....	16,405	18,166	23,157	42,915
April.....	2,938	3,055	3,372	6,881
May.....	2,719	2,617	4,281	7,541
June.....	1,676	1,726	3,970	6,291
October-June 1/.....	26,041	29,875	34,916	82,810
July.....	1,268		3,201	5,003
August.....	1,160		3,147	4,791
September.....	1,129		3,310	4,938
Season 1/.....			45,455	

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3777-57 (7) AGRICULTURAL MARKETING SERVICE

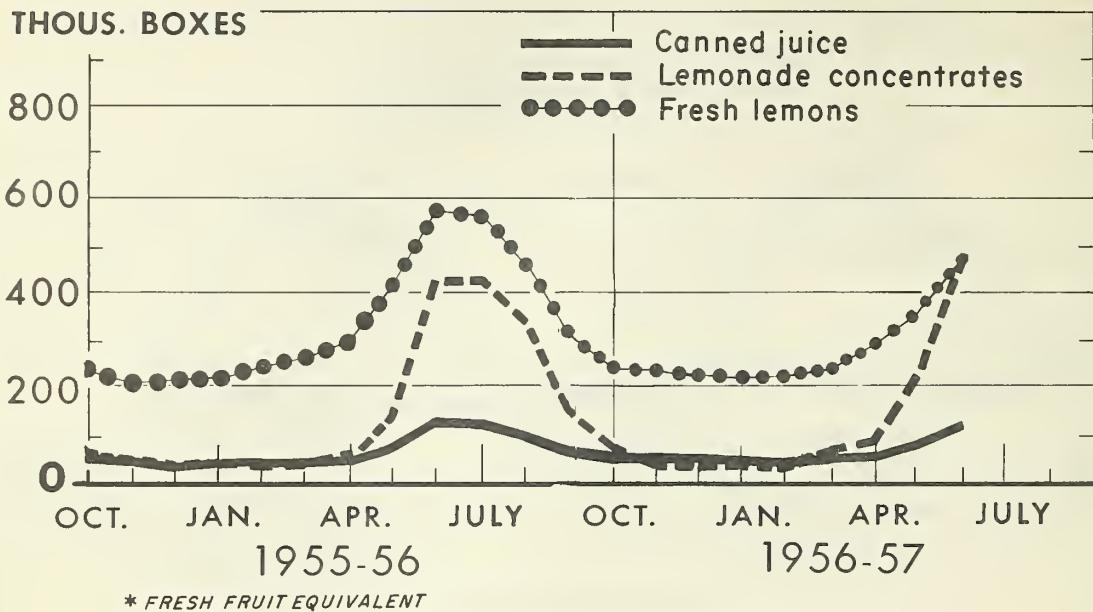
Figure 2

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1955 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice		Total	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	boxes	boxes	boxes	boxes	boxes	boxes
October.....	444	984	674	813	1,118	1,797
November.....	1,359	1,695	620	674	1,979	2,359
December.....	1,839	1,932	502	732	2,431	2,664
October-December 1/.....	4,076	5,165	2,663	2,407	6,739	7,572
January.....	2,020	2,246	673	754	2,693	3,000
February.....	2,407	2,672	716	788	3,123	3,480
March.....	2,389	2,543	608	857	2,997	3,400
October-March 1/.....	11,492	13,370	4,839	5,006	16,331	18,376
April.....	2,131	2,165	735	940	2,866	3,105
May.....	1,540	1,668	729	926	2,269	2,594
June.....	880	860	668	940	1,548	1,800
October-June 1/.....		18,411		8,029		26,440
July.....		353		768		1,121
August.....		184		705		889
September.....		161		679		840
Season 1/.....		19,142		10,349		29,491

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF LEMON PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3778-57 (7); AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1955 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October.....	248	228	53	39	74	49	75	53	376	320
November.....	232	207	44	35	31	37	32	39	308	281
December.....	223	216	50	36	35	31	36	34	309	286
October-December 3/.....	774	713	162	129	151	125	154	133	1,090	975
January.....	217	218	49	37	37	32	38	37	304	292
February.....	220	242	42	42	34	34	35	36	297	320
March.....	239	261	50	42	59	37	61	40	350	343
October-March 3/.....	1,508	1,492	315	262	291	236	298	255	2,121	2,009
April.....	285	288	51	46	77	58	80	59	416	393
May.....	359	416	70	71	135	216	138	645	625	
June.....	472	573	115	124	471	410	478	425	1,065	1,122
October-June 3/.....	2,876		528		894		937		4,341	
July.....		563		117		415		426		1,106
August.....		457		96		341		351		904
September.....		309		65		137		141		515
Season 3/.....		4,303		815		1,870		1,940		7,058

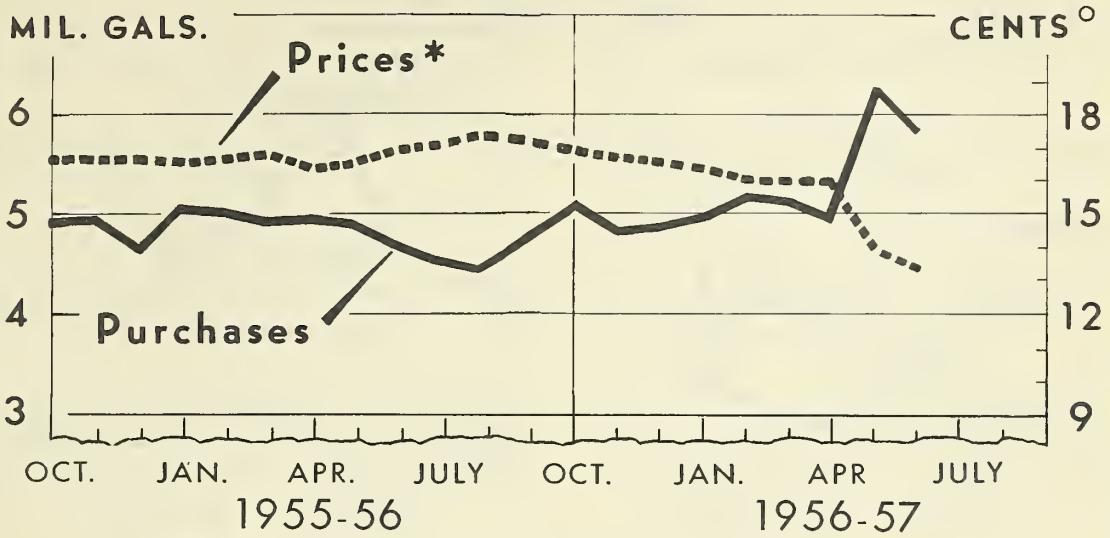
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



\*PRICES PAID BY HOUSEHOLD CONSUMERS

OPER 6-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3779-57 (7) AGRICULTURAL MARKETING SERVICE

Figure 4

Frozen concentrated orange juice: Consumer purchases and average price paid, October 1955 to date

Period	Purchases		Average price per 6 oz. can	
	1956-57		1955-56	
	1,000 gallons	1,000 gallons	Cents	Cents
October.....	5,070	4,962	17.0	16.6
November.....	4,818	4,995	16.7	16.6
December.....	4,896	4,683	16.6	16.7
October-December 1/.....	15,911	15,822		
January.....	4,945	5,043	16.3	16.6
February.....	5,166	5,012	16.0	16.7
March.....	5,132	4,903	15.9	16.8
October-March 1/.....	32,433	32,216		
April.....	4,959	4,970	15.9	16.4
May.....	6,296	4,917	14.0	16.5
June.....	5,838	4,676	13.3	16.8
October-June 1/.....		48,092		
July.....		4,515		17.0
August.....		4,439		17.3
September.....		4,669		17.2
Season 1/.....		62,957		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

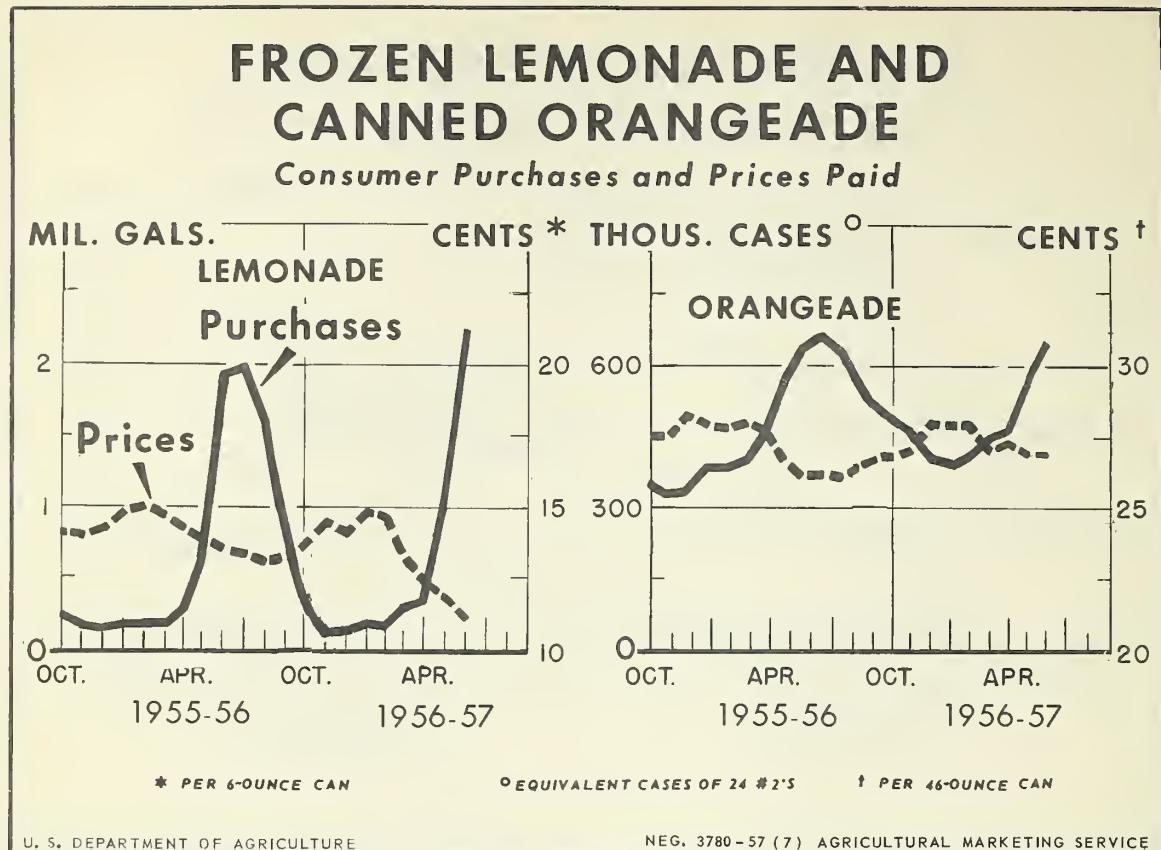


Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1955 to date

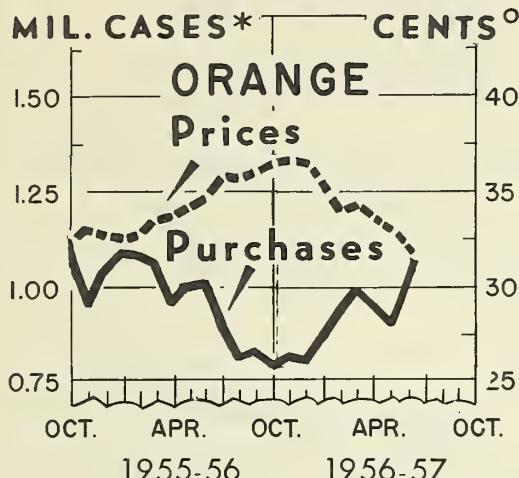
Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 46 oz. can	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	350	230	13.4	14.0	484	351	26.9	27.5
November.....	148	174	14.3	14.0	466	326	27.2	27.3
December.....	166	147	14.1	14.3	401	330	28.0	28.2
October-December 2/.....	718	593			1,428	1,071		
January.....	176	153	14.9	14.8	393	379	27.9	27.9
February.....	161	163	14.4	14.8	409	379	27.9	27.6
March.....	280	177	13.4	14.7	450	393	27.0	28.0
October-March 2/.....	1,382	1,121			2,781	2,348		
April.....	366	273	12.4	14.2	465	446	27.2	27.6
May.....	1,010	640	11.9	13.8	572	563	26.8	26.7
June.....	2,231	1,942	11.0	13.6	652	634	26.8	26.2
October-June 2/.....	4,239				4,106			
July.....		1,966		13.3		660		26.2
August.....		1,614		13.1		627		26.1
September.....		688		13.3		522		26.6
Season 2/.....		8,866				6,087		

1/ Equivalent cases of 24 No. 2 cans—432 ounces per case.

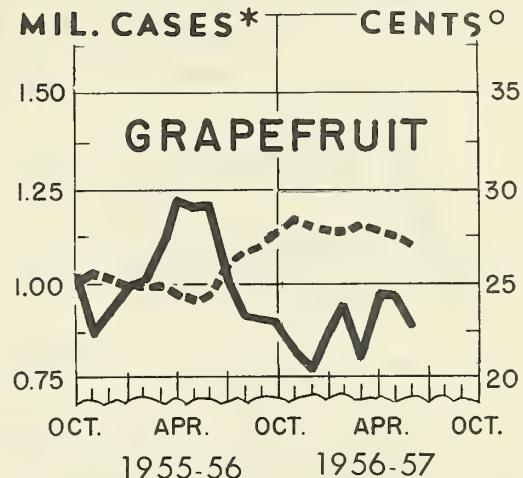
2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# CANNED CITRUS JUICES

Consumer Purchases  
and Prices Paid



\* EQUIVALENT CASES OF 24 #2's



° PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3781-57 (7) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1955 to date

Period	Orange				Grapefruit			
	Purchases		Average price per 46 oz. can		Purchases		Average price per 46 oz. can	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	775	1,104	36.4	32.3	884	1,033	27.9	25.3
November.....	834	954	36.6	33.0	813	857	28.6	25.5
December.....	810	1,038	36.4	32.8	776	930	28.1	25.2
October-December 2/.....	2,631	3,351			2,663	3,059		
January.....	871	1,081	35.0	32.7	882	981	27.9	24.9
February.....	956	1,077	34.0	33.1	939	1,025	27.9	24.8
March.....	993	1,021	34.4	33.5	797	1,114	28.1	24.8
October-March 2/.....	5,663	6,801			5,515	6,439		
April.....	949	960	33.9	33.5	978	1,223	27.8	24.5
May.....	898	1,000	32.7	34.2	969	1,204	27.4	24.4
June.....	1,071	1,013	31.9	34.5	888	1,221	27.1	24.6
October-June 2/.....	9,996				10,370			
July.....		898		35.7		1,007		26.0
August.....		814		35.6		924		26.6
September.....		839		36.2		890		27.3
Season 2/.....		12,751				13,410		

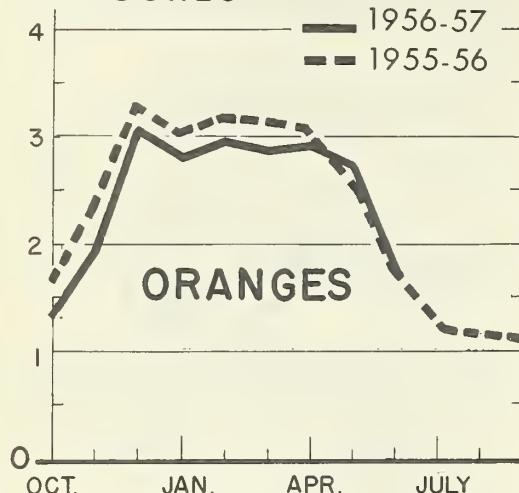
1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FRESH CITRUS FRUIT

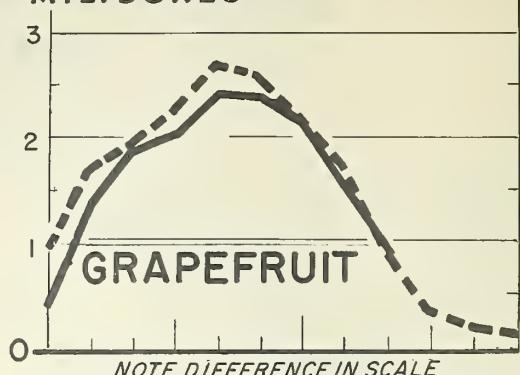
## Consumer Purchases

### MIL. BOXES

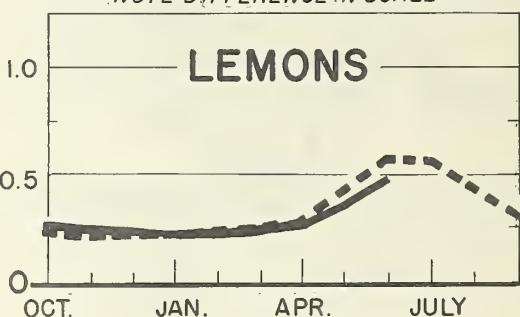


ORANGES

### MIL. BOXES



GRAPEFRUIT



LEMONS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3782-57 (7) AGRICULTURAL MARKETING SERVICE

Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1955 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price per dozen		Purchases		Average price per dozen		Purchases		Average price per dozen	
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	1,301	1,643	45.2	42.1	444	984	118.7	90.7	248	228	46.2	43.9
November.....	1,961	2,350	40.0	37.9	1,359	1,695	90.0	80.1	232	207	47.5	45.5
December.....	3,045	3,270	39.8	39.4	1,839	1,932	82.6	77.8	223	216	47.4	46.8
October-December 1/.....	7,068	8,020			4,076	5,165			774	713		
January.....	2,772	3,008	41.8	41.4	2,020	2,246	80.3	77.9	217	218	50.1	48.1
February.....	2,944	3,142	42.4	43.7	2,407	2,672	76.1	73.4	220	242	49.1	46.3
March.....	2,870	3,126	44.8	44.9	2,389	2,543	78.7	76.0	239	261	46.2	44.6
October-March 1/.....	16,405	18,166			11,492	13,370			1,508	1,492		
April.....	2,938	3,055	46.4	45.8	2,131	2,165	82.2	81.1	285	288	43.2	42.5
May.....	2,719	2,617	48.5	51.5	1,540	1,668	90.1	91.3	359	416	43.3	40.2
June.....	1,676	1,726	47.7	53.0	880	860	97.8	100.5	472	573	41.7	44.0
October-June 1/.....	26,041				18,411				2,876			
July.....		1,268		45.8		353		105.6		563		44.6
August.....		1,160		43.0		184		108.8		457		43.9
September.....		1,129		44.7		161		120.5		309		45.8
Season 1/.....		29,875				19,142				4,303		

1/ The date on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

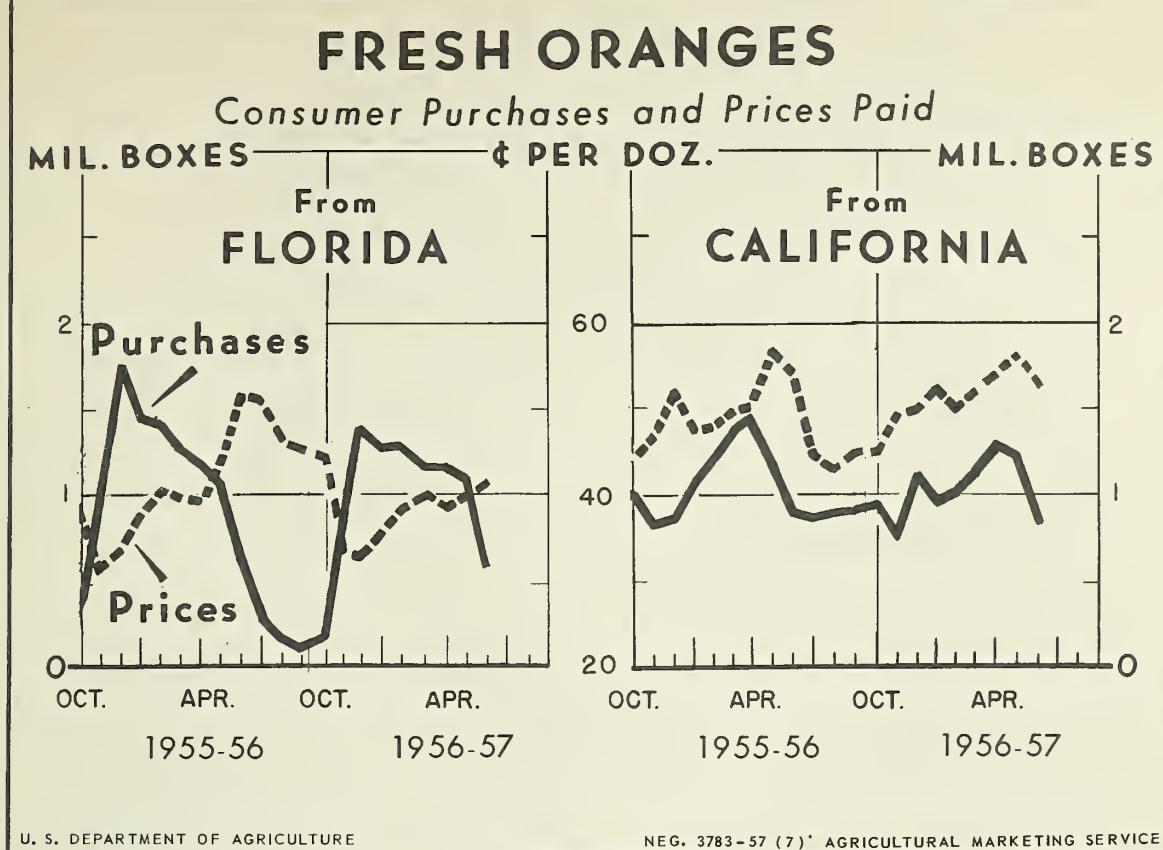


Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1955 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	166	390	44.9	36.8	938	1,009	45.6	44.6
November.....	855	1,081	33.4	32.0	746	842	48.6	47.0
December.....	1,368	1,765	32.8	33.8	1,098	871	49.8	52.2
October-December 1/.....	2,750	3,618			3,024	2,953		
January.....	1,269	1,427	35.8	37.5	978	1,063	52.4	47.4
February.....	1,294	1,399	38.2	40.2	1,024	1,191	50.6	48.0
March.....	1,168	1,261	39.8	39.6	1,126	1,384	52.0	49.8
October-March 1/.....	6,769	8,070			6,455	6,944		
April.....	1,165	1,186	38.7	39.7	1,291	1,458	53.9	50.3
May.....	1,085	1,065	39.9	44.5	1,221	1,190	56.2	56.9
June.....	575	596	41.7	51.5	846	892	52.4	54.1
October-June 1/.....		11,137				10,679		
July.....		248		50.8		859		44.8
August.....		144		46.8		870		42.8
September.....		86		45.1		886		44.7
Season 1/.....		11,639				13,515		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

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